

Message Text

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17

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W
----- 012684

P 060925Z DEC 76

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC PRIORITY 9845

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS NEW DELHI 17502

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, IN

SUBJECT: CATALOG EXHIBIT: EIPT AND ELECTRONIC COMPONENTS -
JAN/FEB. 1977

REF: STATE 19269

1. WE SUBMIT FOLLOWING BUDGET ESTIMATES FOR SUBJECT EVENT BROWKEN
DOWN BY CATEGORY AND GIVEN IN BOTH RUPEES AND DOLLARS (LETTER
FIGURE CALCULATED AT RS.8.50 TO DOL.1.00):

N.DELHI BOMBAY CALCUTTA MADRAS INDIAN DOLS

.

RS.

A. RENTAL OF PREMISES -- -- -- 1,200 1,200 141

B. CONTRACT HIRE 3,750 3,500 900 600 8,750 1029

C. PROMOTIONAL EXPENSE:

A) POSTAGE, STATIONERY,

ETC. 1,000 1,500 1,350 1,000 4,850 570

B) BROCHURES FOR FILM/

VTR, RETURN-

POST CARDS ETC. 1,000 500 2,500 2,500 5,000 588

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D. REQUIRED TRAVEL AND

PER DIEM FOR FSO, FSL 3,000 - - 8,800 11,800 1,388

E. TRANSPORT OF EXHIBIT

MATERIALS/EQUIPEMENT

FROM MADRAS TO

HYDERABAD/BANGALORE/

MADRAS, RECONDITION-

ING OF SHELVES, PACKA-

GING, LABORC CHARGES, ETC. - - 5,000 5,000 588

E. TRANSP

F. AIRFREIGHTING OF

CATALOGS FROM DELHI TO

HYDERABAD AND FROM

BOMBAY TO CALCUTTA 1,500 2,000 - 3,500 3,500 412

G. DIRECTORY OF PARTI-

CIPATING US COMPANIES

(5,500) 5,000 - - 5,000 588

H. PRINTING OF ISITOR V

REGISTRATION CARDS

(AIR TICKET TYPE) 15,000 - - 5,000 15,000 1,765

I. HOSPITALITY 3,000 2,000 2,000 2,000 9,000 1,059

TOTAL 33,250 10,000 4,750 21,100 69,100 8,128

2. THE ESIMATES FOR MOUTING THE SHOW IN FIVE CITIES (NEW DELHI, BOMBAY, BANGALORE, HYDERABAD, CALCUTTA) ARE BASED ON EXPENDITURE ESTIMATES RECEIVED FROM CONSITUTENT POSTS AND THE EMBASSY'S PAST EXPERIENCE WITH THE CATALOG EXHIBITION ON US SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS HELD IN FEBRUARY/MARCH, 1976.

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3. THIS EVENT IS BEING HELD AT TWO OUTSTATIONS (HYDERABAD AND BANGALORE) WHICH WILL INVOLVE FUNDS FOR FSO/FSL TRAVEL, PER DIEM AND TRANSPORTATION OF EQUIPMENT/MATERIALS. NEW DELHI TRAVEL FUNDS WILL BE USED TO SEND SOMEONE TO ACCOMPANY CATALOGS AND ASSIST IN SETTING UP SHOW IN HYDERABAD.

4. THE EXHIBITS ARE TAKING PLACE VERY CLOSE TO EACH OTHER AND THIS WILL NECESSITATE AIR FREIGHTING CATALOGS FROM BOMBAY

TO CALCUTTA AND FROM NEW DELHI TO HYDERABAD.

5. WE HAE DEVELOPED A VISITOR REGISTRATION FORM THAT WILL SUBSTANTIALLY CUT DOWN ON ADMINISTRATIVE TIME AND REDUCE THE WORK LOAD OF THE COMMERCIAL OFFICE AND, AT THE SAME TIME, MAKE IT EASIER FOR US TO NOTIFY PARTICIPATING US FIRMS OF INDIAN COMPANIES AND INDIVIDUALS THAT EXPRESS INTEREST IN THEIR PRODUCT LINE. THE PRINTING OF THIS FORM E REQUIRES AN EXPENDITURE OF DOLS.1,700 WHICH IS

EXPECTED TO MEET THE REQUIREMENTS OF ALL POSTS.

6. PLEASE AUTHORIZE FUNDS AT AN EARLY DATE AND ADVISE US BY CABLE TO ENABLE US TO PROCEED WITH FIRM ARRANGEMENTS.SCHNEIDER

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